WHAT IS CLAIMED IS:

1. A contents market research system for researching the marketability of a picture content before commercialization based on the polling information given by the poller and for displaying the result on a display apparatus comprising:

a contents market research apparatus having contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller, contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller, contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means, contents polling information receiving means for receiving the contents polling information that is said polling information for said picture content, contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving means, poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by predetermined said poller and said

contents polling information entered by general said poller

and for displaying the business profitability to be obtained

when said content is commercialized on said display apparatus,

and

a contents polling apparatus having contents

introduction information receiving means for receiving said

content introduction information sent by means of said contents

introduction information sending means, contents introduction

information display means for displaying said content

introduction information received by means of said contents

introduction information receiving means, contents polling

means used for entering said contents polling information,

and contents polling information sending means for sending

said contents polling information entered by means of said

contents polling means.

2. The contents market research system as claimed in

claim 1, wherein said content introduction information

includes a part of said picture content.

3. The contents market research system as claimed in

claim 1, wherein said contents introduction information

sending means sends said content introduction information that

has been classified subject-wise.

4. The contents market research system as claimed in

claim 1, wherein said contents polling information includes

the personal information of said poller who has polled.

5. The contents market research system as claimed in claim 1, wherein said contents polling information includes the merchandise purchase intention information of said poller to be active when said content is commercialized as described hereinabove.

6. The contents market research system as claimed in claim 1, wherein said predetermined poller is given more ballots than that given to said general poller.

7. The contents market research system as claimed in claim 1, wherein said poll result counting means generates said business profitability to be obtained when the combination of a plurality of said picture contents is commercialized.

8. The contents market research system as claimed in claim 1, wherein said contents polling information includes the information indicating whether said poller wants to have a sales advertisement of said merchandise when said content is commercialized.

9. A contents market research apparatus for researching the marketability of a picture content before commercialization based on the polling information given by the poller comprising:

a contents market research apparatus having contents introduction information storage means that stores the content

introduction information for introducing said picture content
to said poller, contents introduction information storage
means that stores the content introduction information for
introducing said picture content to said poller, contents
introduction information sending means for sending said
content introduction information stored in said contents
introduction information storage means, contents polling
information receiving means for receiving the contents polling
information that is said polling information for said picture
content, contents polling information storage means for
storing said contents polling information received by means
of said contents polling information receiving means, poll
result counting means for discriminately counting said
contents polling information stored in said contents polling
information storage means between said contents polling
information entered by predetermined said poller and said
contents polling information entered by general said poller
and for displaying the business profitability to be obtained
when said content is commercialized as described hereinabove
on display means.

10. A contents market research method used for
researching the marketability of a picture content before
commercialization based on the polling information given by
the poller in which:

the content introduction information for introducing

said picture content to said poller is stored,

said stored content introduction information is sent

to the poller,

the contents polling information that is said polling

information for said content is received from said poller,

said received contents polling information is stored,

said stored contents polling information is

discriminately counted between said contents polling

information entered by predetermined said poller and said

contents polling information entered by general said poller,

and

the business profitability to be obtained when said

content is commercialized is determined.

11. A computer-readable information recording medium

that is an information recording medium used for a contents

market research apparatus that researches the marketability

of a picture content before commercialization based on the

polling information given by the poller having a recorded

program for implementing sequential processing in which:

the content introduction information for introducing

said picture content to said poller is stored,

said stored content introduction information is sent

to the poller,

the contents polling information that is said polling

information for said content is received from said poller,

said received contents polling information is stored,

said stored contents polling information is

discriminately counted between said contents polling

information entered by predetermined said poller and said

contents polling information entered by general said poller,

and

the business profitability to be obtained when said

content is commercialized is determined.